

WMAD
Madison, WI
Quarterly Issues/Programs List
Second Quarter, 2021
04/16/2019
WMAD

Quarterly Issues/Programs List

WMAD provides its listeners with programming and public service announcements that address issues of concern to our local community. Among the issues determined to be of most concern to the community during the preceding calendar quarter were:

**Section I
LOCAL PROGRAMMING**

Section I lists regularly-scheduled and special programs that represent the station's issue-responsive programming providing the most significant treatment of the issues listed above for the calendar quarter.

| ISSUE | PROGRAM / TITLE | DESCRIPTION | GUEST | DATE/TIME | DURATION |
|-------------------------------------------------|-------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|------------------------|----------|
| MADISON FORUM- LOCAL VACCINE EFFORTS | MADISON FORUM- LOCAL VACCINE EFFORTS | WIBA- AM News Director Robin Colbert is joined by UW Hospital DR. Matt Anderson to discuss the local efforts in getting people the Covid-19 vaccination | DR. MATT ANDERSON | 04/04/2021 07:00 AM | 029:43 |
| IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL | IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL | Long term impact of Covid-19 on the body & how has the need for donations to the "No Kid Hungry Campaign" been effected since the onset of the Covid-19 Pandemic. | Dr. W. Koroshetz, P. Taylor | 04/11/2021 07:01 AM | 029:45 |
| MADISON FORUM SHERIFF MAHONEY | MADISON FORUM SHERIFF MAHONEY | SHERIFF DAVE MAHONEY IS RETIRING FROM THE DEPARTMENT. ROBIN DISCUSSES HIS CARRER IN THIS 2 PART SE | Dave Mahoney | 04/18/2021 07:00 AM | 029:47 |
| MADISON FORUM SHERIFF MAHONEY PT. 2 | MADISON FORUM SHERIFF MAHONEY PT. 2 | SHERIFF DAVE MAHONEY IS RETIRING FROM THE DEPARTMENT. ROBIN DISCUSSES HIS CARRER IN THIS 2 PART SE | Dave Mahoney | 04/25/2021 07:01 AM | 030:27 |

| | | | | | |
|-----------------------------------------------------|-----------------------------------------------------|-------------------------------------------------------------------------------------------------------|---------------------|---------------------|--------|
| MADISON FORUM MADISON MALLARDS | MADISON FORUM MADISON MALLARDS | AS MORE PEOPLE BECOME VACCINATED, SUMMER ACTIVITIES ARE RETURNING WITH CAUTION THE MALLARDS ARE LA | CONOR CALOIA | 05/02/2021 07:01 AM | 029:38 |
| MADISON FORUM DPC | MADISON FORUM DPC | DIRECT PRIMARY CARE IS BECOMING POPULAR IN DANE COUNTY WHAT IS IT AND WHY IS IT CATCHING ON IN THE AR | NICOLE HEMKES | 05/09/2021 07:02 AM | 029:47 |
| MADISON FORUM FUEL SHORTAGE | MADISON FORUM FUEL SHORTAGE | GAS PRICES ARE UP NATIONALLY AND AN INTERNATIONAL HACKING GROUP STOPPED A VITAL FUEL PIPELINE | Nick Jarmusz | 05/16/2021 07:02 AM | 029:47 |
| MADISON FORUM NEW SHERIFF | MADISON FORUM NEW SHERIFF | KALVIN BARRETT IS DANE COUNTY'S NEW SHERIFF FOLLOWING THE RETIREMENT OF DAVE MAHONEY BARRETT'S JOURNE | KALVIN BARRETT | 05/23/2021 07:03 AM | 029:47 |
| MADISON FORUM SUMMER INFECTIONS | MADISON FORUM SUMMER INFECTIONS | MORE TIME OUTDOORS MEANS MORE EXPOSURE TO LYME, ZIKA AND OTHER VIRUSES WHAT | REBECCA OSBOURNE | 05/30/2021 07:00 AM | 029:47 |
| IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL REV | IHEARTRADIO COMMUNITIES: PUBLIC AFFAIRS SPECIAL REV | Focus on the biggest issues impacting this week | A. Soni, S. Coursen | 06/06/2021 07:03 AM | 029:49 |
| MADISON FORUM DR. POTHOF | MADISON FORUM DR. POTHOF | ROBIN GETS A LOCAL UPDATE ON THE BATTLE AGAINST COVID-19 | JEFF POTHOF | 06/13/2021 07:02 AM | 029:47 |
| MADISON FORUM REAL ESTATE | MADISON FORUM REAL ESTATE | ROBIN GETS TALKS WITH REALTOR KEVIN CLARKE ABOUT DANE COUNTY'S REAL ESTATE MARKET | KEVIN CLARKE | 06/20/2021 07:01 AM | 029:47 |
| MADISON FORUM SUBSTANCE ABUSE | MADISON FORUM SUBSTANCE ABUSE | TRILLURIAN PRESIDENT AND CEO KEVIN FLOREK DISCUSSES DRUG ADDICTION AND RECOVERY IN MADISON AND DANE | KEVIN FLOREK | 06/27/2021 07:00 AM | 029:47 |

**Section II
NETWORK (and/or SYNDICATED) PROGRAMMING**

Section II lists the network-provided (and/or syndicated) programming that the station broadcast during the preceding calendar quarter that addresses community issues.

| ISSUE | PROGRAM / TITLE | DESCRIPTION | DATE/TIME | DURATION |
|-------------------------------------------------------------------------|-----------------|-------------|-----------|----------|
| (Insert network and/or syndicator-provided programs lists here.) | | | | |

Section III

PUBLIC SERVICE ANNOUNCEMENTS

Section III lists public service announcements that the station broadcast during the preceding calendar quarter that address community issues.

| ISSUE | ORGANIZATION OR TITLE | DURATION | RUNS |
|------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|----------|------|
| | | 000:58 | 9 |
| CHILD MENTORING - Raise funds for school and community programs | SAVE THE CHILDREN DOT ORG | 000:29 | 1 |
| CHILD MENTORING - Raise funds for school and community programs | SAVE THE CHILDREN DOT ORG | 000:30 | 1 |
| CHILD MENTORING - Raise funds for school and community programs | SAVE THE CHILDREN DOT ORG | 000:30 | 1 |
| MemoriesMatterUW PSA | MEMORY MATTERS DOT ORG | 000:56 | 1 |
| MemoriesMatterUW PSA | MEMORY MATTERS DOT ORG | 000:58 | 233 |
| PSA/100 DAYS CAILA CABELLO - Raise funds for school and community programs | SAVE THE CHILDREN DOT ORG | 000:30 | 5 |
| PSA/100 DAYS JENNIFER GARNER - Raise funds for school and community programs | SAVE THE CHILDREN DOT ORG | 000:30 | 6 |
| PSA/100 DAYS KRISTEN BELL - Raise funds for school and community programs | SAVE THE CHILDREN DOT ORG | 000:29 | 5 |
| PSA/AD COUNCIL/REACH V2 - Suicide prevention | REACH.GOV | 000:30 | 1 |
| PSA/AD COUNCIL/STOP AAPI HATE - STOP ASIAN HATE | Non profit org that tracks incidents of hate and discrimination against Asian americans | 000:29 | 5 |
| PSA/AD COUNCIL/STOP BIAS | Non profit org that helps to stop bias in America | 000:29 | 12 |
| PSA/ASIAN AMERICANS ADVANCING JUSTICE_BYSTANDER INTERVE | ADVANCING JUSTICE DOT ORG | 000:29 | 3 |
| PSA/ASIAN AMERICANS ADVANCING JUSTICE_TOOLS | ADVANCING JUSTICE DOT ORG | 000:30 | 6 |
| PSA/ASIAN AMERICANS ADVANCING JUSTICE_TOOLS | PSA/ASIAN AMERICANS ADVANCING JUSTICE_TOOLS | 000:30 | 1 |
| PSA/BIG BROTHERS BIG SISTERS_FEMALE | Big Brothers Big Sisters | 000:30 | 4 |
| PSA/BIG BROTHERS BIG SISTERS_MALE | Big Brothers Big Sisters | 000:30 | 9 |
| PSA/MENTAL HEALTH MONTH | MENTAL HEALTH COALITION | 000:30 | 10 |
| PSA/MENTAL HEALTH MONTH | MENTAL HEALTH COALITION | 000:30 | 9 |
| PSA/MENTAL HEALTH MONTH | MENTAL HEALTHCOALITION | 000:30 | 9 |